

# ORDER



*Revision!*  
*Make spots: includes*  
*MC1 from order 36865*

Orders **Order / Rev:** 36935  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** \_\_\_\_\_  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 10/31/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**WTVF**  
**Primary AE:** Political Political  
**Sales Office:** WTVF  
**Sales Region:** Local

**Agency Name:** Fletcher & Rowley, Inc-TN  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
1720 West End Avenue, Suite 630  
Nashville, TN 37203

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Eric Stewart for Congress  
**Demographic:** A25-54  
**Product Codes:** PO01  
**Priority:** P5  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 10/31/13  
**Order Separation:** 00:30:00  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	5	\$2,950.00	\$2,507.50
11/01/12	11/05/12	28	\$16,650.00	\$14,152.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$2,950.00	\$2,507.50	0.00
November 2012	28	\$16,650.00	\$14,152.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$19,600.00</b>	<b>\$16,660.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	10/31/12	11/05/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	M-WTF--	:30	3	\$300.00	P4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$300.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.00			
2	WTVF	10/31/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	M-WTF--	:30	3	\$525.00	P4	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$525.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$525.00		0.00			
3	WTVF	10/31/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	M-WTF--	:30	3	\$400.00	P4	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$400.00		0.00			
4	WTVF	10/31/12	11/05/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p	M-WTF--	:30	3	\$625.00	P4	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$625.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$625.00		0.00			
N 5	WTVF	10/31/12	11/05/12	M-F 6p-7p M-F 6p-630p (6:00 PM-6:30 PM)	CM	6p-630p	M-WTF--	:30	3	\$750.00	P4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$750.00		0.00			

Order / Rev: 36935  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/05/12

Advertiser: Eric Stewart for Congress  
 Product Desc: WTVF  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WTVF	10/31/12	11/05/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p (6:00 PM-6:30 PM)	M-WTF--	:30	3	\$750.00	P4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTVF	10/29/12-11/04/12	M-F 6p-7p		6p-630p	(6:00 PM-6:30 P--wThF----	:30		<del>(\$750.00)</del>		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	M-----		1				\$750.00		0.00			
N 6	WTVF	10/31/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p	M-WTFSS	:30	3	\$1,100.00	P4	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF-S		4				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTVF	10/29/12-11/04/12	M-Sa 10p-1035p, Su 10p-1035p		10p-1035p	--wThF--Su	:30		<del>(\$1,100.00)</del>		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	M-----		1				\$1,100.00		0.00			
7	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a	-----S-	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$300.00		0.00			
8	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a	-----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$250.00		0.00			
9	WTVF	11/04/12	11/04/12	Sun CBS Sunday Morn Su 8a-930a	CM	757a-930a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		0.00			
10	WTVF	11/03/12	11/03/12	Sat News 6p-630p Sa 6p-630p	CM	558p-630p	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
11	WTVF	11/03/12	11/03/12	M-Sa 10p-1035p, Su 10p-1035p Sat 10p	CM	10p-1035p	-----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$750.00		0.00			
12	WTVF	11/01/12	11/01/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$350.00		0.00			
N 13	WTVF	11/04/12	11/04/12	Sun CBS Prime 7p-8p Amazing Race	CM	7p-8p	-----S	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,000.00		0.00			
N 14	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$250.00		0.00			
													Totals	33	\$19,600.00

## Chrissy Luther

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**From:** Denise Lawrence <deniselawrence@comcast.net>  
**Sent:** Wednesday, October 31, 2012 1:16 PM  
**To:** Kiley Murphy  
**Cc:** Kati Bumgardner (kati@fletcherrowley.com); Chrissy Luther  
**Subject:** Re: mgs.xlsx

I'm good with all of those MGs

Thanks!

Denise Lawrence  
Media Placement  
Fletcher Rowley Consulting  
1720 West End Avenue  
Suite 630  
Nashville, TN 37203  
[deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)  
[www.fletcherrowley.com](http://www.fletcherrowley.com)

615-419-2271 (Direct)  
615-329-9559 (O)  
615-329-9633 (F)

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**From:** "Kiley Murphy" <[kmurphy@newschannel5.com](mailto:kmurphy@newschannel5.com)>  
**To:** "Denise Lawrence ([deniselawrence@comcast.net](mailto:deniselawrence@comcast.net))" <[deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)>  
**Cc:** "Kati Bumgardner ([kati@fletcherrowley.com](mailto:kati@fletcherrowley.com))" <[kati@fletcherrowley.com](mailto:kati@fletcherrowley.com)>, "Chrissy Luther" <[cluther@newschannel5.com](mailto:cluther@newschannel5.com)>  
**Sent:** Wednesday, October 31, 2012 1:09:21 PM  
**Subject:** mgs.xlsx

Now that the dust has settled... have few MGs. See attached with offers.  
Thanks!!

Ty Cobb for State Senate

STP 11/2

36934	[M-Sa 10p-10-35p. Su 10p-10-3]	[M-Sa 10p-1035p. Su 10p-1030p	11/04/12	[shows run late/put in late inventory code lct]	:30	\$1,100.00
						\$1,100.00
						\$4,800.00

## Kiley Murphy

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**From:** Denise Lawrence <deniselawrence@comcast.net>  
**Sent:** Tuesday, October 30, 2012 11:14 AM  
**To:** Kiley Murphy  
**Cc:** Kati Bumgardner  
**Subject:** Re: Stewart Schedule

*Stewart  
36935*

That works! Thanks Kiley!  
Sent from my Verizon Wireless BlackBerry

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**From:** Kiley Murphy <kmurphy@newschannel5.com>  
**Date:** Tue, 30 Oct 2012 10:34:54 -0500  
**To:** Denise Lawrence <deniselawrence@comcast.net>  
**Cc:** 'Kati Bumgardner' <kati@fletcherrowley.com>  
**Subject:** RE: Stewart Schedule

Hey guys, for this order and for the Ty Cobb order, we don't have Sun 5:30p this weekend. I moved for both orders into 1x Rachael Ray this week. If that's not OK, let me know. She's been going GREAT, though, so not a bad spot to be...

Thanks!



Kiley Murphy | National and Interactive Sales Manager  
474 James Robertson Pkwy. | Nashville, TN | 37219  
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207  
[www.NewsChannel5.com](http://www.NewsChannel5.com) | [facebook.com/NewsChannel5](https://facebook.com/NewsChannel5)

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Newschannel 5 Network, LLC, will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated, and completed without regard to race or ethnicity.

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**From:** Denise Lawrence [<mailto:deniselawrence@comcast.net>]  
**Sent:** Monday, October 29, 2012 8:28 PM  
**To:** Kiley Murphy  
**Cc:** 'Kati Bumgardner'; [deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)  
**Subject:** Stewart Schedule

Attached find a schedule for the Eric Stewart campaign for flight dates 10/30-11/6

Scanned copies of the checks will be emailed in the morning. The checks will either arrive via fedex for Wed am delivery or will be hand-delivered tomorrow.

You will receive a new spot for this schedule via DG

**Insertion instructions are 10/30 and until further notice:**

STEWARTE1207H "Undisputed Facts HD" 100%

WTVF (CBS) 5 - NASHVILLE  
 ERIC STEWART FOR CONGRESS - TN4  
 Week 1: 10/30-11/5 (tue-mon)

PROGRAM	DAYPART	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Tue	SPOTS	COST/SPOT	TOTAL COST
M-F MORNING REPORT	5-6A	1	1	1			1			4	\$300.00	\$1,200.00
M-F MORNING REPORT	6-7A	1	1	1			1			4	\$525.00	\$2,100.00
M-F NEWS CH5 THIS MORN	7-8A	1	1	1			1			4	\$400.00	\$1,600.00
M-F 5P REPORT	5-5:30P	1	1	1			1			4	\$625.00	\$2,500.00
M-F 6P REPORT	6-6:30P	1	1	1			1			4	\$750.00	\$3,000.00
M-SU 10P REPORT	10-10:35P	1	1	1		1				5	\$1,100.00	\$5,500.00
SAT WEEKEND NEWS	6-9A				2					2	\$300.00	\$600.00
SUN WEEKEND NEWS	6-8A					2				2	\$250.00	\$500.00
SUN CBS SUNDAY MORN	8-9:30A					1				1	\$800.00	\$800.00
SAT WEEKEND NEWS	6-6:30P			1						1	\$300.00	\$300.00
SAT 10 P REPORT	10-10:30P				1					1	\$750.00	\$750.00
SUN-WEEKEND NEWS	5:30-6P									1	\$350.00	\$350.00
<b>GROSS</b>										33		\$19,200.00
AGENCY DISCOUNT (-15%)												\$2,880.00
<b>NET TO STATION</b>												\$16,320.00

Friends of Eric Stewart  
 500 DINAH SHORE BLVD  
 WINCHESTER, TN 37398  
 Treasurer: Jacob Dawes Dunavant

STEWARTE1207H "Undisputed Facts HD" 100%

programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[A large rectangular box with a large 'X' drawn through it, indicating no matters were listed.]

represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Comm as authorized

I you are authorized to announce the time as paid for by such person or entity. Comm for Eric Steu  
represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

the name of the treasurer of the candidate's authorized committee is:

Robert E. Mook

is station has disclosed to me its political advertising policies, including: applicable classes and rates; 1 discount, promotional and other sales practices (not applicable to federal candidates).

**HIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/29  
Date

Katibungzman  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> WTVF	<b>Date:</b> 10/29
--------------------------------------	-----------------------

I, Kati Bumgardner  
being/on behalf of: Eric Stewart, a legally  
qualified candidate of the Democrat political  
party for the office of: US Congress - TN 4  
in the General  
election to be held on: 11/6/12  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:** 19,200.<sup>00</sup>